

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with 37 CFR § 1.6(a)(4).

Dated February 29, 2012  
Electronic Signature for Bruno Polito: /Bruno Polito/

SONY 3.0-030  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Letters Patent of:  
Paul H. Feinberg

Patent No.: 7,917,390

Issued: March 29, 2011

For: SYSTEM AND METHOD FOR PROVIDING  
CUSTOMIZED ADVERTISEMENTS OVER A  
NETWORK

Certificate of Correction Branch  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR CERTIFICATE OF CORRECTION PURSUANT TO 37 CFR 1.323**

Dear Madam:

Enclosed herewith is a Certificate of Correction with respect to the above-identified U.S. Patent. You are hereby authorized to charge Deposit Account No. 12-1095 in the amount of \$100 to cover the required fee for filing a Certificate of Correction under § 1.323.

These errors were inadvertent, occurred in good faith and do not involve any changes which constitute new matter.

We look forward to early return of the Certificate of Correction duly certified.

Dated: February 29, 2012

Respectfully submitted,  
Electronic signature:  
/Bruno Polito/  
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